



The Mayor's Official 4th of July Celebration - 2012



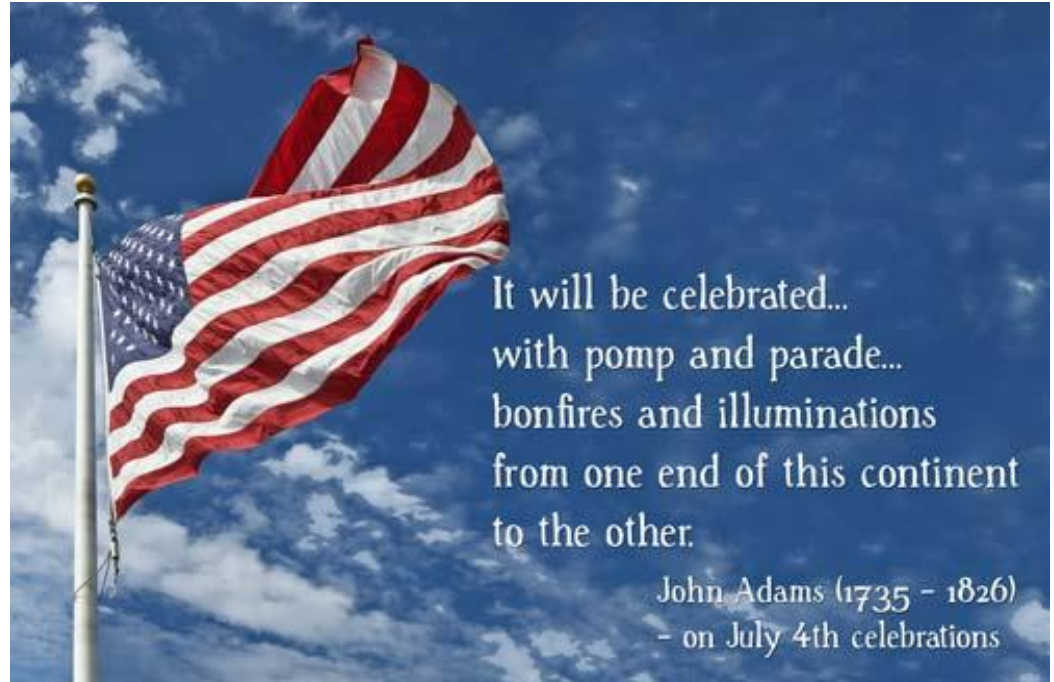


Mayor's Office of Special Events

Importance of Civic Celebration



Our patriotic roots bind us together as Americans. At Freedom Over Texas, we celebrate the history of our great country and the men and women who have risked their lives so that we may live in freedom.



By coming together to celebrate America's Birthday, we are demonstrating to our diverse community, the importance of honoring our Country, respecting the values of our founding fathers, instilling pride and sense of community.



Event Overview

Mayor Annise Parker 's "Official" Fourth of July Celebration:

On July 4th, 2012 Freedom Over Texas will celebrate America's Birthday. Last year, over 120,000 patrons visited the event on-site, and over 2 million people viewed the event and fireworks display via televised broadcast. With four stages of entertainment, featuring a nationally known recording artist and a spectacular fireworks display, the eyes of Texas will once again be upon Houston for this one-of-a-kind 4th of July family event. Freedom Over Texas will be held in beautiful Eleanor Tinsley Park on Buffalo Bayou from 4:00 p.m. until 10:00 p.m. The event is produced by the Mayor's Office of Special Events/City of Houston with ABC-13/KTRK producing television.

A Family Celebration:

This fun-filled festival for the entire family celebrates the birth of our nation, honors our military, educates us about our country's history, entertains the crowd with top name acts from diverse musical genres, and reaches out to the community through a partnership with Houston Food Bank. Attractions include:

- **KBR Liberty Park:** Symbols of freedom and exhibitory from all five branches of the military, with on-site recruiting
- **Walmart All-American Kids Zone:** Educational programming and family entertainment
- **Bud Light Zone:** Beer Garden and Men's/Women's Texas Volleyball Championship
- **Reliant Energy Red, White and Green Scene:** On-site recycling, interactive & educational area designed for families to reach a more sustainable lifestyle
- **Family Fitness Challenge Area:** Area designed with family friendly activities and skills representative of Houston's hometown professional sports teams: Astros, Rockets, Aeros, Dynamo, and Texans.

Partnership with Houston Food Bank:

- Discounted gate entrance to Freedom Over Texas with a can of food for Houston Food Bank.
- Walmart matches Value Brand donations can for can

Comprehensive Media Plan:

- ABC-13/KTRK-TV and television affiliates across Texas and surrounding states
- Radio promotion on five top stations and fireworks simulcast
- Newspaper advertising, including four-page insert
- Web and social media
- Dedicated public relations support

Benefits:

Central Houston Civic Improvement, a Texas non-profit 501 © (3) corporation with a mission to revitalize and shape Houston's future



Mayor Annise Parker





2011 Media Highlights

Over \$10.5 Million in Media Value



Television

- The Freedom Over Texas Preview Special aired on Sunday, June 26, from 10:35 p.m. – 11:05 p.m., previewing the July 4th event
- The Freedom Over Texas Preview Event Repeat aired on ABC-13/KTRK-TV, Sunday, July 3 from 12:00 p.m. – 12:30 p.m., previewing the July 4th event.
- The Freedom Over Texas Preview Event Pre-Show aired on ABC-13/KTRK-TV, Monday, July 4 from 7 p.m. – 8 p.m., previewing the event.
- Three hour live broadcast on ABC-13/KTRK-TV, Houston's #1 station, was the most watched program of the night.
- Over 114 segments of coverage on KTRK-TV, KHOU-TV, KRIV-TV, KIAH-TV, KPRC-TV and KXLN-TV, KTMD-TV.

Total Television Value - \$4,360,977

Print

Houston Chronicle on July 1

- 4-page color insert in Preview
- 19 Promotional Ads
- More than \$2,116,498 in editorial coverage

Total Print Value - \$2,294,783

- Logo & ID Mentions Collateral & On-Site Total Value -

TOTAL MEDIA VALUE:

Internet

- FreedomOverTexas.org
- HoustonSpecialEvents.org
- City of Houston Home Page
- ABC-13 / KTRK-TV Home Page & E-Newsletters
- Chron.com
- CitizensNet E-Newsletter
- 5 Downtown District E-Newsletters
- Houston on the Cheap E-Newsletters
- GHVCB E-Newsletter
- The Green Report
- Gish Picks! Newsletter
- CBSRadio.com

Total Electronic Value - \$3,120,977

Radio

- CBS Radio
 - KILT 100.3 FM
 - HOT 95.7 FM
 - MIX 96.5 FM
 - Sports Radio 610 AM
 - Mega 101 FM

- Nine radio interviews secured with the Mayor, the Pyro producer and/or Event producer on five stations in Houston.

Total Radio Value - \$380,125

\$430,496

\$10,599,159



2011 Event Sponsors

Event Co-Producers:



Mayor Annise Parker



Anchor Sponsors:



HOUSTON AREA LAND ROVER CENTRES
www.Houston.LandRover.com

Media Sponsors:



Zone Sponsor:



Official Hotel Sponsor:



Booth Sponsors:



Community Partner:



In Kind Sponsors:





2011 Event Site Map



EVENT CO-PRODUCERS: CITY OF HOUSTON MAYOR'S OFFICE OF SPECIAL EVENTS AND ABC-13/KTRK-TV



2012 Element: ABC-13/KTRK-TV Broadcast

Pre-View Special:

- ABC-13 will broadcast a 1/2 hour Freedom Over Texas Preview Special, in Prime Time at a Time/Date TBA within two (2) weeks of the Event.

Live Broadcast:

- ABC-13 will broadcast a three-hour Prime Time Special on Wednesday, July 4, 2012 live from Eleanor Tinsley Park. The show will feature Event highlights and fireworks.
- ABC-13 will also produce commercial messages promoting the event. The spots will encourage people to visit the Event, as well as tune-in to the Live Broadcast on ABC-13 on July 4th.





2012 Element: Fireworks



- Freedom Over Texas Fireworks spectacular combines specially choreographed music and unrivaled pyrotechnic artistry that creates a memorable patriotic experience.
- The dramatic grand finale overlooking the Houston skyline is broadcast live in prime time throughout Texas and surrounding state markets on the number one television station, ABC-13/KTRK-TV.



2012 Element: Four Concert Stages

Four concert stages feature diverse genres of music ranging from country western and rock 'n' roll to Latin, pop and oldies and feature a mix of national, regional and local talent.

- Freedom Stage: Nationally known headlining artist and top name opening acts
- Patriot Stage: Variety of music offerings from favorite regional acts
- Liberty Stage: Patriotic performances by local and military musical groups
- Walmart All-American Kids Stage: Fun-filled educational programming and interactive family friendly entertainment





2012 Element: KBR Liberty Park

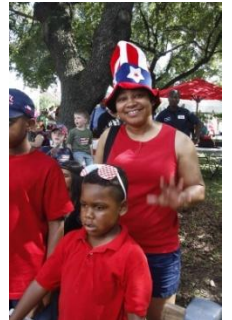


- Features representation from all five of the military branches, including Houston Police Department and the FBI
- Showcases military artifacts and vehicles
- On site recruiting
- Photo opportunities with military assets such as an M60 Battle Tank
- Fun interactive games that test both agility and strength
- Historical exhibits from the Museum of Printing History and the Military Museum of Houston



2012 Element: Walmart All-American Kids Zone

- Approximately 30,000 sq. feet dedicated to creating a *fun & free* atmosphere for kids
- Interaction with strolling Historical costumed characters
- Smokehouse with fire safety demonstration by the Houston Fire Department
- Educational and interactive Mobile Express computer lab by the Houston Public Library
- Misting Tents, Umbrella Tables and Chairs for family relaxation
- Free games, rides, face painting and interactive activities open to children of all ages





2012 Element: Bud Light Zone Beer Garden and Texas Volleyball Men's & Women's Championship Series



Bud Light Beer Garden:

- Cool and covered lounge area with seating and sampling of Bud Light and the latest Craft and Import Beers
- Entertainment provided in the tent and nearby Patriot Stage

Texas Volleyball Men's & Women's Championship Series:

- Qualifying Teams of Men & Women preliminary state-wide tournament winners compete for the Texas Volleyball championship and cash prizes on July 4th
- Beachside viewing with vibes from a top radio station





2012 Element: Red, White & Green Scene

- Sponsor recognized as 2012 Official Red, White & Green Scene sponsor of Freedom Over Texas
- Area designed to educate Houstonians on how to protect the environment and conserve energy
- Reinforce commitment to the environment through recycling efforts and collection bins throughout the site
- Turn key onsite interactive elements include, but not limited to
 - wind energy exhibits
 - green building
 - solar power displays
 - local food cooking demos
 - sustainability exhibits
 - electric and natural gas vehicles





2012 Element: Family Fitness Challenge Area

- Sponsor recognized as the 2012 Official Family Fitness sponsor of Freedom over Texas
- Area designed with family friendly activities and skills representative of Houston's hometown professional sports teams: Astros, Rockets, Aeros, Dynamo, and Texans.
- Signage for Family Fitness Challenge Area provided by Event with opportunity for additional signage provided by Sponsor
- Exclusive Family Fitness Sponsor booth space for display, sales, promotions/give-a-ways/contests



2012 Element: VIP Pavilion

- Networking with the Mayor, city, county and state elected officials and many Fortune 500 CEO's
- Premier viewing area of the main stage and fireworks spectacular
- Catered buffet and beverages
- Complimentary VIP Parking
- Air conditioned executive restrooms





Sponsorship Marketing Connects to Customers

The strategic link between business objectives and marketing tactics

- Build brand awareness
- Increase brand loyalty
- Reach new customers
- Introduce new products
- Increase trial and penetration
- Increase sales and volume
- Cross-promotions
- Sampling and On-site sales
- Client Entertainment
- Advertising and Signage
- Customer Interaction
- Customized event platforms
- Event NAME-IN-TITLE SPONSOR rights
- Venue signage





2012 Sponsor Opportunities



- **Name-in-Title Sponsor**
 - Sponsor to be included in Official Event Name and Logo: “[Sponsor] Freedom Over Texas”
- **Fireworks Sponsor**
 - Presenting Fireworks Sponsor of Freedom Over Texas: “Freedom Over Texas with Fireworks Presented by [Sponsor]”
- **Anchor Sponsor**
 - The [Sponsor] logo will be integrated in the Official Event Logo as an Anchor Sponsor on the second line.
- **Zone Sponsor**
 - [Sponsor] will be positioned as the Official Event Zone Sponsor
- **Booth Sponsor**
 - Dedicated 10’ x 10’ or 10’ x 20’ covered area with tables and chairs placed on-site for demonstrations, sales, promotions, exhibits, and informational purposes



Sponsor Package Elements:

Call for more information to discuss your marketing objectives and customize your sponsor package.



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